

UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS OF SAUDI ARABIAN
WOMEN'S LUXURY FASHION BRANDS
PURCHASE INTENTION: MEDIATION
EFFECT OF COGNITIVE-AFFECTIVE
MODEL**

AMANI ADNAN AQEEL

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of the requirements for the degree of
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CONFIRMATION BY PANEL OF EXAMINERS

I certify that a panel of examiners has met on 4th June 2015 to conduct the final examination of Amani Adnan Aqeel on her Doctor of Philosophy thesis entitled “Determinants of Saudi Arabian Women's Luxury Fashion Brands Purchase Intention: Mediation Effect of Cognitive-Affective Model” in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The Panel of Examiners recommends that the student be awarded the relevant degree. The panel of Examiners was as follows:

Rohana Kamaruddin, PhD
Associate Professor
Faculty of Business Management
Universiti Teknologi MARA
(Chairman)

Sofiah Abd Rahman, PhD
Professor
Faculty of Business Management
Universiti Teknologi MARA
(Internal Examiner)

Jeong Hoan Seo, PhD
Professor
Faculty of Business Management
Chang Shin University, Korea
(External Examiner)

Maisarah Ahmad, PhD
Associate Professor
Faculty of Business Management
Universiti Kebangsaan Malaysia
(External Examiner)

SITI HALIJJAH SHARIFF, PhD
Associate Professor
Dean
Institute of Graduates Studies
Universiti Teknologi MARA
Date: 1st February, 2016

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulation of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	:	Amani Adnan Aqeel
Student's ID No.	:	2009479482
Programme	:	Doctor of Philosophy (PhD 990)
Faculty	:	Business Management
Thesis Title	:	Determinants of Saudi Arabian Women's Luxury Fashion Brands Purchase Intention: Mediation Effect of Cognitive-Affective Model
Signature of Student	:اماني.....
Date	:	February 2016

ABSTRACT

Saudi Arabia, a country that has often been described as traditional and conservative, has been experiencing rising consumption of luxury brands lately. This is indeed an area that is still underexplored as the consumption behaviour of Saudi women toward luxury fashion brands have not been given much attention in the literature. As luxury goods are products that have intrinsic values and high social standing, both rational and emotional variables must be considered in the study of consumer behaviour and the cognitive-affective model is one of the theoretical bases in understanding such purchase intention. The cognitive-affective model has been used to understand the purchase intention of goods but very little of its application is seen in the context of luxury goods where perceived quality and emotional value are incorporated. As such, the mediating effect of perceived quality and emotional value as suggested by the model is the emphasis of this study as this is an area that has yet to be pursued extensively in existing literature. In line with this, the main objective of this study was to determine the relationship between the social status of women consumers and their purchase intention of luxury brands in Saudi Arabia. Primary data were obtained through questionnaires distributed in Riyadh and Jeddah, two major cities in Saudi Arabia, to Saudi women aged 20 and above who had luxury fashion brand purchase experiences. A total of 366 valid responses were collected and structural equation modelling was used to carry out a multivariate analysis. The findings of the research indicate that individual characteristic and consumer normative, two distinct constructs in the proposed framework, influenced perceived quality and emotional values of Saudi women's luxury fashion brands purchase. Both perceived quality and emotional value were found to motivate purchase intention and that perceived quality significantly mediates the relationship between the individual characteristics and consumer normative and purchase intention. Unlike previous studies that found emotional value as the most important element in the purchase intention of luxury goods with perceived quality having a negative effect, this study finds that perceived quality of luxury fashion brands is the key factor influencing the purchase intention among Saudi women. The present study thus contributes to the body of knowledge on luxury consumption in emerging markets like Saudi Arabia by proposing the inclusion of mediators in the relationship between social status and purchase intention.

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